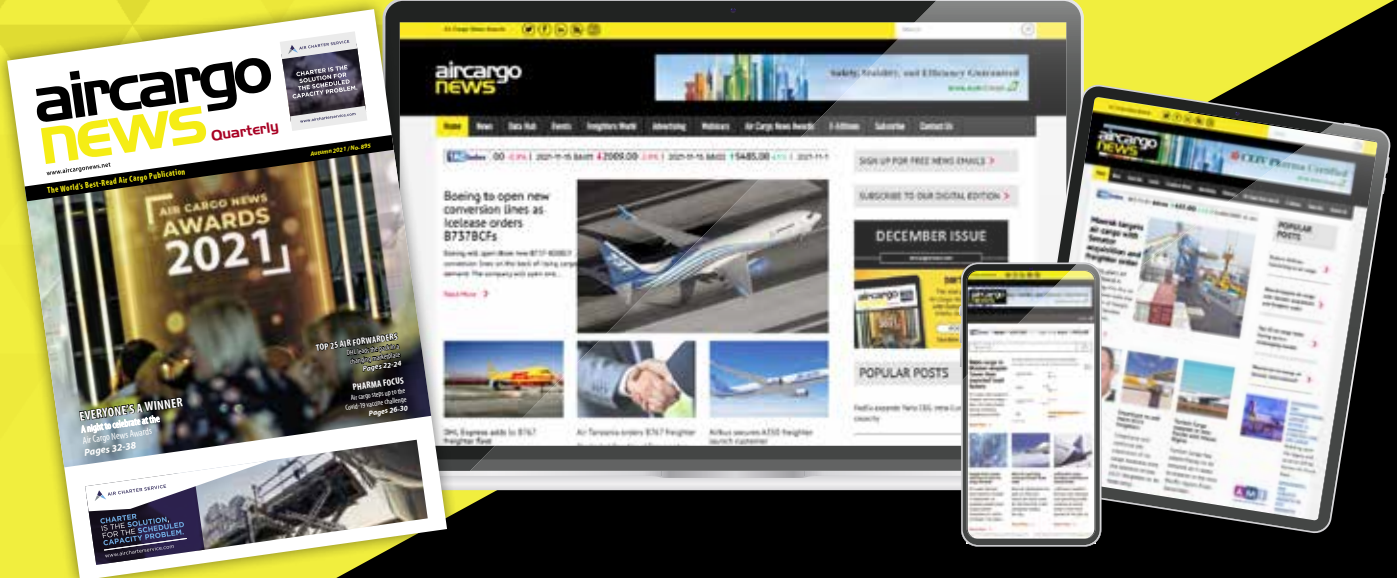


aircargo NEWS

MEDIA PACK 2022



PRINT | ONLINE | DIGITAL

THE WORLD'S BEST READ AIR CARGO PUBLICATION

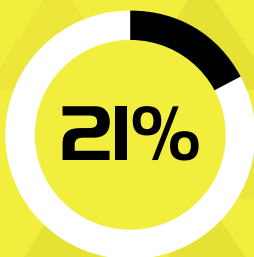
www.aircargonews.net

aircargo NEWS

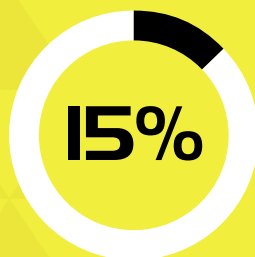
The **Air Cargo News** portfolio includes a quarterly print title with detailed analysis, in-depth features, interviews with senior executives from the industry and important data; a Monthly Exclusive email curating news, interviews, comment, analysis, and special reports; two weekly e-newsletters (delivered every Tuesday and Thursday) providing you with the latest news and analysis from our award-winning journalists; and a world-leading website updated daily with content covering the breadth of issues affecting the global airfreight sector.



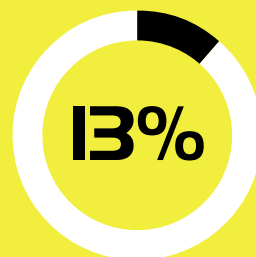
► READERSHIP



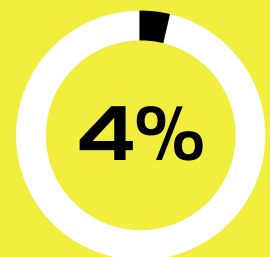
cargo agents, freight forwarders, logistics providers



airlines



charter brokers, express couriers, associations, other



manufacturers, distributors, shippers

- 4% airports
- 2% aviation suppliers and services
- 2% GSSAs
- 39% other

THE WORLD'S BEST READ AIR CARGO PUBLICATION

www.aircargonews.net

► AIR CARGO NEWS QUARTERLY

Launched in 2021, **Air Cargo News Quarterly** is a new print product which has been expanded to include more in-depth content in a refreshed A4 size with a dedicated freighters section.

Each issue of ACN Quarterly will include features, analysis, comment, news and data from our award-winning team of journalists and correspondents.

Distributed to freight forwarders, shippers, airlines, aviation suppliers and services, airports, GSSAs, charter brokers, express operators, associations and more, ACN Quarterly is the leading source of in-depth analysis on the state of the air cargo industry.



Total print & digital
distribution
21,000

► 2021 PUBLISHING DATES, FEATURES, BOOKING AND MATERIAL DEADLINES

Quarterly	Special Report 1	Special Report 2	Special Report 3	Additional event distribution	Advertising deadline
Spring (March)	Air charter	Middle East	Canada	TIACA Executive Summit, Nordic Air Cargo Symposium	February 10th
Summer (June)	Perishables	E-Commerce	Transpacific trade lane	Air Cargo China	May 12th
Autumn (Sept)	Top 25 forwarders	Pharma	How green is air cargo?	TIACA Air Cargo Forum, World Cargo Symposium	August 11th
Winter (Dec)	GSSAs	Animals by air	Air Cargo News Awards	Air Cargo India	November 30th

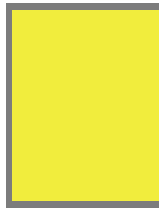
All editions of ACN Quarterly include news analysis, data hub, airport focus, interviews and a special freighters section.

► PRINT ADVERTISING

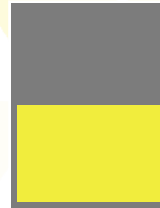
FULL PAGE: TRIM: 210mm width x 297mm height • BLEED: 216mm width x 303mm height
Type Area: 190mm width x 275 mm height



Double page spread
420mm width x
297mm height



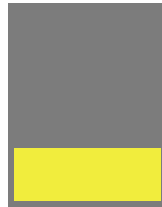
FULL PAGE
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297mm height



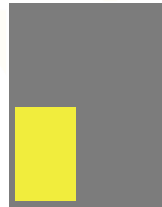
1/2 PAGE HORIZONTAL
190mm width x
136mm height



1/2 PAGE VERTICAL
93mm width x
275mm height



1/4 PAGE HORIZONTAL
190mm width x
66mm height



1/4 PAGE VERTICAL
93mm wide x
136mm height



1/6 PAGE STRIP
190mm width x
45mm height

 AD AREA

	GBP	EUR	USD	Trim size	Bleed size	Type area
Double page spread	7,050	8,395	9,695	420 mm wide x 297 mm high	426 mm wide x 303 mm high	390 mm wide x 275 mm high
Full page	4,150	4,950	5,700	210 mm wide x 297 mm high	216 mm wide x 303 mm high	190 mm wide x 275 mm high
Half page (horizontal)	2,500	2,995	3,450	190 mm wide x 136mm high		
Half page (vertical)	2,500	2,995	3,450	93 mm wide x 275 mm high		
Quarter page (horizontal)	1,450	1,750	1,995	190 mm wide x 66 mm high		
Quarter page (vertical)	1,450	1,750	1,995	93 mm wide x 136 mm high		
1/6 page strip*	950	1,125	1,350	190 mm wide x 45 mm high		
Front cover sponsorship	prices on application					
Outside back cover	prices on application					

*Only sold in sets of two, as 1/6 page spread along bottom of DPS

► MATERIAL TO BE SENT TO

richard.perry@aircargonews.net | TEL: +44 (0) 208 092 4083



▶ LEADING WEBSITE FOR THE AIR CARGO INDUSTRY

With updated daily news, information, events and an extensive archive, aircargonews.net drives traffic to your website to build response and maximise brand awareness.

105,780 Users per month

▶ WEBSITE ADVERTISING RATES

Position	Size	Amount of impressions	GBP	EUR	USD
Top leaderboard	970 px x 90 px	20,000	1,200	1,345	1,645
		25,000	1,440	1,625	1,980
		30,000	1,695	1,900	2,330
Top leaderboard	728 px x 90 px	20,000	1,200	1,345	1,645
		25,000	1,440	1,625	1,980
		30,000	1,695	1,900	2,330
MPU1	300 px x 250 px	20,000	1,200	1,345	1,645
		25,000	1,440	1,625	1,980
		30,000	1,695	1,900	2,330
Skyscraper	120 px x 600 px	20,000	1,200	1,345	1,645
		25,000	1,440	1,625	1,980
		30,000	1,695	1,900	2,330
MPU2	300 px x 250 px	20,000	1,065	1,195	1,460
		25,000	1,330	1,495	1,825
		30,000	1,560	1,750	2,140
Bottom leaderboard	728 px x 90 px	20,000	625	700	860
		25,000	750	840	1030
		30,000	865	970	1190

*Please note that all MPU and leaderboard adverts run across mobile, tablet and desktop devices. The skyscraper position is exclusive to desktop.



▶ ONLINE ENGAGEMENT

	Monthly*
Sessions	153,661
Users	105,780
Page Views	237,495

* data taken from Google Analytics as of September 2021

Facebook	11,000 likes
Twitter	15,100 followers
LinkedIn	61,900 followers

Top 10 countries as % of sessions

USA	24.6%
UK	10.5%
India	5.7%
Germany	4.5%
Canada	4.2%
Singapore	3.6%
Hong Kong	3.1%
Netherland	2.8%
United Arab Emirates	2.7%
Australia	2.1%

Technology users

Desktop	44%
Mobile	53%
Tablet	3%

*All data taken from Google Analytics for the 12-month period ending September 30, 2021

▶ WEEKLY E-NEWSLETTER

The **Air Cargo News e-newsletter** is distributed to **14,000** air cargo professions twice a week, on Tuesday and Thursdays, and includes the latest news and analysis from the industry.

According to our most recent reader survey, **75%** of readers like to receive news and feature articles by e-mail.

SUBMISSION INFORMATION

All Banners must be supplied in static GIF or JPEG format
Flash or HTML banners are not compatible for email use
(because of firewalls)
Maximum file size – 25kb
Banner cannot be animated

RATE PER NEWSLETTER

Banner 1: 560 x 70

GBP	475
€uro	560
US\$	650

Banner 2: 560 x 70

GBP	450
€uro	530
US\$	625

Banner 3: 560 x 70

GBP	390
€uro	465
US\$	535

MPU 1: 270 x 225

GBP	290
€uro	345
US\$	395

* Volume booking discounts will apply.

▶ MATERIAL TO BE SENT TO RICHARD PERRY

richard.perry@aircargonews.net

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aircargo NEWS
Newsletter - November 11

Setting the standard Since 1976 **HACTL 45**

TOP STORIES

Lufthansa
IAG adds US capacity
Group responds to easing of restrictions
[Read more](#)

MENA launches cargo airline
Firm looks to tap into growing market
[Read more](#)

Rates on the rise
With further D4 increases expected
[Read more](#)

Cargo market set to remain tight...
...despite rising passenger demand
[Read more](#)

ATE AVIATION

MORE NEWS...

- CargoLogicAir returns to profit and targets China service
- Rates surge in October despite 'lower than expected' load factors
- Cainiao opens Liège Airport warehouse
- Booking portal cargo.ons launches data insight platform
- Turkish Cargo boosts group's performance in Q3
- IAG Cargo sees demand return to 2019 levels
- K+N scoops UK's International Express Freight Service
- AT3G invests in more B767 conversions as Q3 profits increase

INCREASE THE EFFICIENCY OF YOUR TERMINAL!
ACVS FOR BAGGAGE AND CARGO ULDs **LODGE INDUSTRIES**

THE BIG TWIN
777-300ER \$\$\$\$↓
MORE CONTAINERS LESS COST
BIGTWINFREIGHTER.COM

PEOPLE

Zebitz appointed SkyTeam Cargo
chairperson
[Read more](#)

CHI appoints head of cold chain
[Read more](#)

Geodis adds Adler for automotive
[Read more](#)

INDUSTRY EVENTS

- ▶▶ Air Cargo Europe
- ▶▶ Air Cargo News Awards
- ▶▶ IATA World Cargo Symposium
- ▶▶ TIACA Air Cargo Forum
- ▶▶ Air Cargo China
- ▶▶ Air Cargo Africa
- ▶▶ IATA Ground Handling Conference

LATEST ISSUES

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AWARDS 2021

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▶ MONTHLY EXCLUSIVE

The Air Cargo News team is excited to announce the launch of a new monthly email product bringing together the best in interviews, analysis, special reports, news, comment and data.

The Monthly Exclusive will be sent out to over 21,000 readers at the start of each month and will link through to curated content on the Air Cargo News website, acting as a replacement for the monthly e-zine.

The monthly round-up email has been created to reflect increasing reader demand for online and easy-to-access content that is available across a variety of platforms.

This demand for online content is reflected in a 50% year-on-year increase in traffic on aircargonews.net in 2020 to almost 3.5m page views.

- ▶ New email product launched in response to reader demand
- ▶ Distributed monthly to over 21,000 professionals from the global airfreight industry
- ▶ Including interviews, analysis, special reports, news, comment and data
- ▶ Premium advertising positions
- ▶ Sponsored content opportunities
- ▶ Enhance visibility with advertising against curated website content

ADVERTISING OPTIONS

- ▶ Top right "earpiece" MPU | 300 px wide x 250 px high | GBP950 / EUR1,100 / USD1,300
- ▶ Top double depth leaderboard | 560 px wide x 140 px high | GBP850 / EUR950 / USD1,175
- ▶ Standard double depth leaderboard | 560 px wide x 140 px high | GBP675 / EUR750 / USD950
- ▶ Standard MPU | 300 px wide x 250 px high | GBP475 / EUR550 / USD675
- ▶ Sponsored content | Prices on application
- ▶ To find out more, contact Richard Perry: richard.perry@aircargonews.net

November 2021

The Monthly Exclusive
by aircargo news

CHARTER IS THE SOLUTION FOR THE SCHEDULED CAPACITY PROBLEM.
AIR CHARTER SERVICE
www.aircharter-service.com

November's premium content

In our latest monthly round up, we hear from Eastern Airlines chief executive Steve Harfst on the carrier's entry into the freighter market while we also take a look at how the world's leading cargo hubs have fared over the last year.

Ian Putzger examines how air has performed compared with other modes of transport and we examine how changes to US travel rules could impact the industry.

Last month's most read

- ▶ Maersk set to swoop on Senator
- ▶ Amazon to add B777Fs?
- ▶ Frankfurt feels the strain
- ▶ Conversions in demand
- ▶ Cathay hikes transpac BSA prices
- ▶ Frankfurt-Hahn files for bankruptcy

FlyUs
THE INDEPENDENT GSSA PARTNER

Special Report: Top 20 Cargo Airports

Cargo hubs face up to tough market conditions

Last year was not easy for the world's leading air cargo hubs as Covid put pressure on operations. However, the cargo sector continues...

[Read more](#)

Interview: Eastern Airlines chief executive Steve Harfst

Converting to air cargo

Eastern Airlines chief executive Steve Harfst is blazing a trail by mounting a new freighter operation with a fresh approach to conversions...

[Read more](#)

The Putzger Perspective

Air cargo price increases a drop in the ocean

If the global logistics industry were to stage a popularity contest, there are some safe bets as to who would be at the...

[Read more](#)

THE BIG TWIN 777-300ERSF
LEARN MORE 300bigtwinpremium.com

Focus

LAZAM aviation fueled by air cargo
The transport of cargo was a key driver of Latin American passenger carriers' success in maintaining their operations

[Read more](#)

► SPONSORED CONTENT

Engage with the Air Cargo News audience with our brand-new sponsored content offering on the website. These articles are visible on the homepage for at least one month and remain throughout the site 24/7. Clients can submit up to 800 words and use three images. Only three articles are available per month.

Prices: GBP 2,450 / EUR2,885 / USD3,345 per month

HERE ARE THE BASIC RULES FROM THE EDITOR:

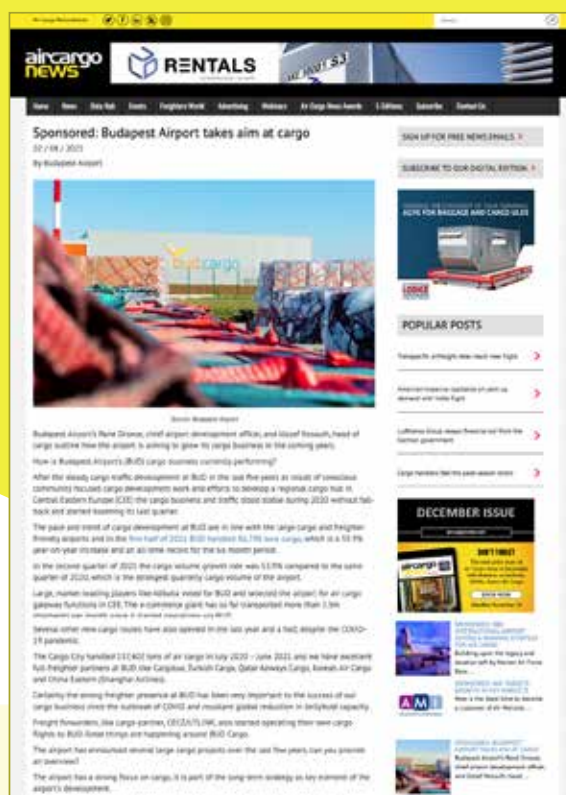
- Article must be clearly marked 'Sponsored content' at the top of the story. Underneath will run a by-line from the sponsor (i.e. the author's name, full job title and name of the company).
- Air Cargo News retains the right to edit the content, headline and picture, subject to agreement with the advertiser.
- We do not accept content that links to gambling.
- Ideally the content should be cargo or air cargo related.
- The editor of Air Cargo News has the final say on whether the article is published online or not.
- The article will be published online with a headline that begins with Sponsored:
For example, Sponsored: Pharma company has revolutionary idea

SOCIAL MEDIA:

- We will promote it if we have sufficient control over the content, via our own social media channels.

ANALYTICS:

- In 2021, sponsored content posts averaged 311 page views per month with each visit averaging 2 minutes and 38 seconds.



Here is an example on the website:
<https://www.aircargonews.net/sponsored-content/waiting-for-feedback-sponsored-budapest-airport-takes-aim-at-cargo/>

▶ BESPOKE E-SHOT

11,000 recipients

- ▶ Strong, prominent branding with solus placement
- ▶ Opportunity to promote your company, a specific product or newsworthy activity in a timely manner that gets immediate attention and response
- ▶ Links directly to your company website.
- ▶ For a little more money you have the opportunity to add our social media package where we will promote your message to the largest social media presence in the air cargo media sector:

Facebook likes = **11,000**
 Twitter followers = **15,100**
 LinkedIn page followers = **61,900**



BESPOKE E-SHOT RATES 2021

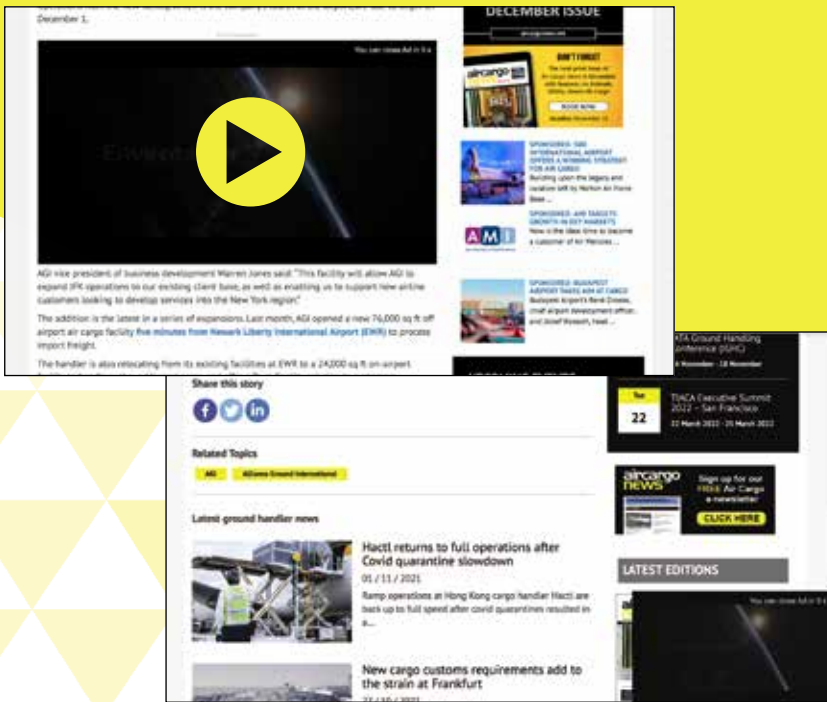
<i>Bespoke only</i>		<i>Including Social media package</i>	
	1x		1x
GBP	800	GBP	1050
€uro	950	€uro	1245
US\$	1095	US\$	1450

▶ VIDEO ADVERTISING

Have your video appear in the middle of articles throughout the site. This is a great attention-grabbing option to promote your video to Air Cargo News readers. With great rates of engagement, each viewer only sees the video for a maximum of three times per day to avoid over-exposure.

The time limit is two minutes. Advertisers simply provide their own video file or link for upload and they are guaranteed 30,000 impressions in one month.

Price = GBP2,900 / EUR 3,450 / USD3,995 per month



guaranteed
30,000
impressions

▶ CONTACT US

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